

Piano Opportunities in Brazil.

DURING 1913 Brazil imported through the port of Pernambuco 149 pianos valued, F.O.B. in Brazil, at 124,593 milreis, the milreis (gold) being worth 1s. 10d. These figures dropped in 1914 to 62 pianos valued at 48,591 milreis.

Speaking of the Brazilian market the British Consul there says: "There is a demand for nearly every article of European manufacture; stocks on hand are being rapidly used up, and it will be necessary for them to be replenished some time in the near future; imports from Germany and Austria-Hungary have practically ceased, and though German manufacturers are doing their utmost to keep in touch with their clients and secure their orders, they can have no very immediate prospect of executing them; it is contended by some importers that as soon as hostilities have ceased they will resume their commercial activities in this part of the world with renewed vigor, selling at such prices and on such terms as practically to exclude competition; further, that manufacturers in Germany are accumulating vast quantities of manufactured goods with the express object of flooding the markets; on the other hand, others argue that such a contingency is impossible; the truth probably lies between these two opinions, and there can be little doubt that German merchants will make a strenuous effort to regain the position they previously held as exporters to this country. For this reason it would be only prudent for our manufacturers at home to devise some means of securing as much as possible of the trade previously in German hands. It is first of all essential, when seeking for new outlets for trade, to study carefully the tastes and requirements of the prospective client.

State	Population	Principal Towns	Population
Pernambuco	1,700,000	Recife	230,000
		Goyanna	20,000
		Oitinda	25,000
		Jaboatão	15,000
		Victoria	15,000
		Caruaru	16,000
		Palmares	18,000
		Pesqueira	15,000
		Tinhoubal	16,000
		Garanhuns	15,000
		Fortaleza	65,000
		Sobral	35,000
Ceara	900,000	Baturité	30,000
		Maranguape	25,000
		Aracaty	20,000
		Camocim	15,000
		Crato	12,000
		Ipá	10,000
Alagoas	750,000	Maceió	55,000
		Penedo	18,000
		Vieira	10,000
		Pirajuba	10,000
Paratyba	520,000	Paratyba	30,000
		Halcyanna	15,000
		Campina Grande	15,000
		Aracua	10,000
Rio Grande do Norte	300,000	Natal	20,000
		Mossoró	15,000
		Macau	10,000

The cities of Recife, Fortaleza, Maceio, Paratyba and Natal are also the principal ports and business centres. Few towns in the interior are commercially important.

The list of imported articles includes pianos and the German terms given in Brazil are said to be from 90 to 120 days sight including interest added at the rate of 6 per cent. per annum.

The British Consul in Brazil further says: "In spite of the serious financial crisis in Brazil in the latter

part of the year 1913, which continued with increasing intensity in the year 1914 and reached its climax just after the outbreak of the European war, trade and commerce in the state of Pernambuco have gone on with their wonted regularity, in a quite remarkable way, this being perhaps the only state in the Federation which did not avail itself to any appreciable extent of the Brazilian moratorium."

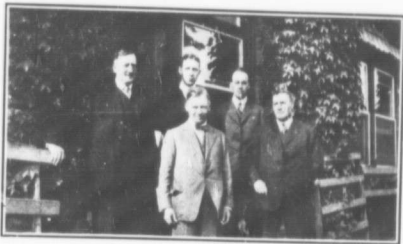
Hawaiian Music

CONSIDERING how largely records of Hawaiian music are in vogue the following extract from the Musical Courier is of interest in that it is written by a music critic who at one time lived in the Hawaiian Islands:

"Who writes all the Hawaiian songs? I read the other day that there are only 24,000 of the Hawaiians left, so who are the composers of these songs that seem to be having such a vogue just at present?

"As a matter of fact, few Hawaiians have ever written any songs, that is the music for them. As a nation they had no music before the advent of the missionaries, excepting the 'music' they used for the hula-hula dance, which consisted of a rhythmic beating of the large calabashes, that might be termed drums. After the arrival of the missionaries the Hawaiians sung the hymn tunes used in the church, adapting native words to these tunes. 'Home Sweet Home,' was a favorite.

"The most representative Hawaiian songs are the two by Queen Liliuokalani, 'Aloha Oe,' and 'Hawaii Pono.' Her Majesty is a good musician, playing the piano well and always interested in studying music, so her songs are really Hawaiian. The songs of the present day are mostly by foreigners living in Honolulu, the capital of the Hawaiian Islands, having little musical value, and are usually very sentimental as to the words, or else if the Hawaiian words are taken into consideration, rather coarse. The natives were fond of music and the tinkling of a guitar could often be heard. It was a native Hawaiian who evolved the ukulele, which was first called the 'taro patch,' either banjo or guitar, as the case might be."



WESTERNERS VISIT WILLIAMS PLANT AT OSHAWA.

Left to right, top row—Fred Cross, Western wholesale representative Williams Piano Co., Ltd.; W. B. Puckett, vice-president and general manager; Bert Forrester, Assiniboia Music Co., Medicine Hat, Alta.; Fred Hill, president Williams Piano Co.; Jas. H. Skyes, Williams and Emnis dealer at Swift Current.

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